

1 of 3

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

JOE HECK D3 SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	M-F		5A-6A	NEWS	:30	\$200.00	10/01-10/05	5	1	5	\$1,000.00	
Buyline Comment: NEWS												
2	M-F		6A-7A	NEWS	:30	\$475.00	10/01-10/05	10	1	10	\$4,750.00	
Buyline Comment: NEWS												
3	M-F		7A-9A	NEWS	:30	\$500.00	10/01-10/05	10	1	10	\$5,000.00	
Buyline Comment: TODAY												
4	M-F		9A-10A	NEWS	:30	\$225.00	10/01-10/05	4	1	4	\$900.00	
Buyline Comment: TODAY II												
5	M-F		10A-11A	NEWS	:30	\$175.00	10/01-10/05	5	1	5	\$875.00	
Buyline Comment: TODAY III												
6	M-F		12P-1230P	NEWS	:30	\$225.00	10/01-10/05	5	1	5	\$1,125.00	
Buyline Comment: NEWS												
7	M-F		3P-4P	PHIL	:30	\$250.00	10/01-10/05	2	1	2	\$500.00	
Buyline Comment: PHIL												
8	M-F		5P-630P	NEWS	:30	\$575.00	10/01-10/05	15	1	15	\$8,625.00	
Buyline Comment: NEWS												
9	M-F		630P-7P	NEWS	:30	\$795.00	10/01-10/05	5	1	5	\$3,975.00	
Buyline Comment: JEP												
10	M-F		7P-730P	WHEEL	:30	\$795.00	10/01-10/05	5	1	5	\$3,975.00	
Buyline Comment: WHEEL												

Rep Order# 6815975 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 102148 Printed: 05/29/2012 8:51 AM 2 of 3
 EC'd Yes Last Received: 05/21/2012 2:21 PM Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.			Agency	() STRATEGIC MEDIA PLACEMENT			Rep Firm			
Advertiser	() JOE HECK 4 CONGRESS				7669 STAGERS LOOP			Sales Office	() PHILADELPHIA		
Product	JOE HECK 4 CONGRESS				DELAWARE, OH 43015			Salesperson	() AMY MCCREARY		
Estimate#	2214			Agency C/P1/P2/E	//2214						
Buyer	KEGAN BERAN			Flight Dates	10/01/2012 - 10/07/2012			Salesperson Phone#	215-568-6540		
Phone#				Hiatus Weeks				Salesperson FAX#	215-568-1845		
Fax#											
Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	M-F	730P-8P	FACE	:30	\$450.00	10/01-10/05	5	1	5	\$2,250.00	
Buyline Comment: FACE											
12	M-F	11P-1135P	NEWS	:30	\$575.00	10/01-10/05	5	1	5	\$2,875.00	
Buyline Comment: NEWS											
13	M-F	1135P-1235A	LENO	:30	\$275.00	10/01-10/05	3	1	3	\$825.00	
Buyline Comment: LENO											
14	SA-SU	11P-1135P	NEWS	:30	\$525.00	10/06-10/07	2	1	2	\$1,050.00	
Buyline Comment: NEWS											
15	SA	6A-7A	NEWS	:30	\$200.00	10/06-10/06	1	1	1	\$200.00	
Buyline Comment: NEWS											
16	SA	7A-9A	SAT TODAY	:30	\$325.00	10/06-10/06	1	1	1	\$325.00	
Buyline Comment: SAT TODAY											
17	SU	7A-8A	SUN TODAY	:30	\$250.00	10/07-10/07	1	1	1	\$250.00	
Buyline Comment: SUN TODAY											
18	SU	8A-9A	MTP	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	
Buyline Comment: MTP											
19	SA	5P-630P	NEWS	:30	\$350.00	10/06-10/06	1	1	1	\$350.00	
Buyline Comment: NEWS											

--REPORT TOTALS--
 Report Totals: 86 / \$39,500.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () JOE HECK 4 CONGRESS
 Product JOE HECK 4 CONGRESS
 Estimate# 2214
 Buyer KEGAN BERAN
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2214
 Flight Dates 10/01/2012 - 10/07/2012
 Hiatus Weeks

Rep Firm
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 Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Oct 12: 86 / \$39,500.00
 Sales Totals: 86 / \$39,500.00
 Station Totals: 86 / \$39,500.00
 Lines not sent/rcld/rtrn: 0 / 50.00

---COMPETITIVE---

Market Totals	\$106,757	CATV	0%	KBLR	0%	KINC	0%	KLAS	27%	KSNV	37%
		KTNV	20%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	16%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE